

Choose to Get Vaccinated: Vaccines Bring Us Closer

Campaign launch date: Friday, May 21, 2021

COVID-19 Vaccine Scripts

VIDEO	AUDIO	COMMENTS
<p>How are Vaccines Developed?</p> <p>Pre-Clinical trials Clinical trials – 3 phases Licensing – independent policy makers Emergency Use Authorization</p> <p>You are important to your family and friends. Choose to get vaccinated today.</p> <p>LOGOS</p>	<p>1. Vaccine Development:</p> <p>Vaccine safety is always a top priority.</p> <p>Like other vaccines, the COVID-19 vaccines being developed have been through the same trial phases and rigorous process required for all vaccines.</p> <p>Global efforts on the development of the vaccine are built on existing research from previous coronaviruses like MERS and SARS1.</p> <p>As COVID-19 vaccines are approved for their broad use in the population, be reassured that they will continue to be monitored to identify any adverse events.</p> <p>Your safety is our top priority. Vaccines bring us closer.</p> <p>Choose to get vaccinated.</p>	<p><i>Single overarching communication outcome (SOCO): To demystify vaccine development and encourage persons to trust and take the COVID-19 vaccine</i></p> <p>Target Audience: Health Care Workers</p>

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<p>Testimonial: I have taken the vaccine - TBC</p> <p><i>CG: Prof. Peter Figueroa Head of Caribbean Immunisation Technical Working Group (CITAG)</i></p>	<p>American Health Organisation, UNICEF and the Ministry of Health.</p> <p>3. Vaccine Safety</p> <p>V/O: Vaccine safety is always a top priority, and this is no different for the COVID-19 vaccines.</p> <p>FOR AUDIO: Here is Head of the Caribbean Immunisation Technical Working Group, Prof. Peter Figueroa</p> <p>IN: The COVID vaccines that we have... OUT: ...if you get COVID</p> <p>As COVID-19 vaccines are approved for use in the general population, monitoring for safety continues. Each COVID-19 vaccine goes through the same clinical trials and rigorous study as with all other vaccines, with the focus on safety and efficacy.</p> <p>IN: Nothing goes into the nucleus... OUT: ... it will keep us safe.</p> <p>Vaccines bring us closer. Choose to get Vaccinated.</p> <p>FOR AUDIO: A message from the Pan American Health Organisation, UNICEF and the Ministry of Health.</p>	<p><i>Single overarching communication outcome (SOCO): To encourage HCW and target groups to take the vaccine and trust the safety of the vaccine.</i></p>

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	<p>4. Side Effects</p> <p>Following the COVID-19 vaccination, some people may experience side effects, such as soreness at the injection site, chills, nausea, body aches, or a fever, but these symptoms go away after a few days.</p> <p>These side effects are a result of your immune system responding to the vaccine and are <u>not</u> a sign that you are sick with COVID-19. The COVID-19 vaccines will not give you COVID.</p> <p>When you receive your vaccine, the health worker will advise you what to take if you are experiencing any of these side effects.</p> <p>Remember, these mild side effects cannot compare to you <u>not</u> being able to share memorable moments with your family and friends if you fall gravely ill from COVID.</p> <p>Vaccines bring us closer. Choose to get Vaccinated.</p> <p>FOR AUDIO: A message from the Pan American Health Organisation, UNICEF and the Ministry of Health.</p>	
Nurse	<p>5. Benefits of receiving the vaccine</p> <p>Vaccines protect you and they protect me</p>	<p><i>Single overarching communication outcome (SOCO): To create an emotional impulse and inspire persons</i></p>

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<p>Shots: Cu shots infants, young children, pregnant women,</p>	<p>Getting vaccinated is one of the <u>most</u> important things you can do to keep yourself and your family safe and healthy.</p> <p>Once enough people are immunized, opportunities for an outbreak of disease become very low.</p> <p>If we all choose to get vaccinated, we contribute in getting back to spending quality time with our loved ones in a safe way.</p> <p>Vaccines bring us closer. Choose to get Vaccinated.</p> <p>FOR AUDIO: A message from the Pan American Health Organisation, UNICEF and the Ministry of Health.</p>	<p><i>to take the COVID-19 vaccines</i></p>

Helpful documents:

1. Frequently Asked Questions (FAQs) about COVID-19 Candidate Vaccines and Access Mechanisms. Version 3, 6 January 2021 (<https://iris.paho.org/handle/10665.2/53195>)
2. Addressing COVID-19 Vaccine Myths Material for general public and healthcare workers 15 January 2021 - <https://iris.paho.org/handle/10665.2/53214>
3. Communication in Crises Related to Vaccine Safety: Technical Guidance <https://iris.paho.org/handle/10665.2/53221>
4. Guidance on developing a national deployment and vaccination plan for COVID-19 vaccines https://www.who.int/publications/i/item/WHO-2019-nCoV-Vaccine_deployment-2020.1
5. Communicating about Vaccine Safety: Guidelines to help health workers communicate with parents, caregivers, and patients <https://iris.paho.org/handle/10665.2/53167>
6. Communication materials (updated over time) - <https://www.paho.org/en/covid-19-vaccines> COVID-19 vaccines and safety